To: Dennis, Allison[Dennis.Allison@epa.gov]
Cc: Bramer, Annmarie[Bramer.Annmarie@epa.gov]; Dew, Judy[Dew.Judy@epa.gov]
From: Mays, Selene
Sent: Thur 2/16/2017 9:57:45 PM
Subject: RE: Suggested edits to the revamped Learn about Water page

Thanks for explaining more about what these various web areas address. Their titles don't always make their differences and their relatedness to each other clear. More specific titles, better interlinking, and using some as "umbrella" areas (for example "Water Finance Center" implies it should be the hub for all things finance, but it isn't quite doing that) would help reduce confusion.

Here is what I did to try to overcome some of that confusion and emphasize what you have indicated is important:

• □□□□□□□ I added a link for Green Infrastructure, but used the link text "Green Stormwater Management" to help differentiate it from Sustainable Water Infrastructure.

• □□□□□□□ Since resources such as WIFIA combine infrastructure finance with resilience, I made just one new section called "Infrastructure Finance and Resilience"

o   In that section, I linked to "Funding Sources", a subpage of Water Finance, which lists options including DWSRF and CWSRF. This seems like a more organized way of presenting those options.

• □□□□□□□ I made a side box called "Climate Change" for the climate readiness topics.

o   By the way, have you noticed that the Climate Ready Water Utilities home page is called Creating Resilient Water Utilities (CRWU)? Which phrase does "CRWU" stand for? This is confusing, so I linked to the About Climate Ready Water Utilities page rather than the homepage.

I hope this makes sense – please let me know if you have any further comments or suggestions.

Thanks,

Selene

Selene Mays Tucker

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From: Dennis, Allison
Sent: Tuesday, February 07, 2017 3:33 PM
To: Mays, Selene <Mays.Selene@epa.gov>
Cc: Bramer, Annmarie <Bramer.Annmarie@epa.gov>; Dew, Judy <Dew.Judy@epa.gov>
Subject: RE: Suggested edits to the revamped Learn about Water page

Hi all! Thanks for taking many of our suggested changes to that page. I'd like to ask for you to reconsider a handful of our decisions where you did not take our suggested addition (see below). If it's easier to talk through these issues over the phone, I'm happy to set up a call. Let me know what you think! – Allison

1) OEI denial of OW's ask to add two new "buckets" (headers) of additional information

<u>Proposed Bucket #1: Infrastructure Funding and Financing</u>

● DWSRF

● CWSRF

● WIFIA

● Water Finance Center

● Water Infrastructure Needs Surveys

OEI Denial Explanation: These links can all be found on the "sustainable water infrastructure" homepage, and on the "financing" page of that site

OW's thoughts: I'd like to ask you to reconsider. The Sustainable Water Infrastructure page does not include a direct links from its homepage to WIFIA or the two SRFs. Plus the Sustainable Water Infrastructure is currently found in the waste water and water treatment bucket so it could be overlooked if you are looking for DW infrastructure funding info (and that name "Sustainable" may lead you to think we only offer a subset of water infrastructure resources- which is not accurate. But, most importantly-- infrastructure finance is a major issue for OW and the new administration so we want to make sure external folks can find these different programs and resources easily.

Proposed Bucket #2: Resilience/Preparing for the Future

- Water Resilience

- Climate Ready Water Utilities

- Climate Ready Estuaries

OEI Explanation: "water resilience" is already linked under the water treatment section as "water utilities prepare for disasters". The climate change links would make more sense in their separate contexts – problem is, why do the "water resilience" and "sustainable water infrastructure" not link to "climate ready water utilities"? not that I can see anyway. Conceptually it would make sense on both of those. The link for "climate ready estuaries" can be found once you're looking at estuaries content at https://wcms.epa.gov/oceans-and-coasts

OW's thoughts: I'd like to ask OEI to reconsider. "Water resilience" should not be linked under water treatment since it covers to the drinking water side of the house too. I would like to submit a revised ask of adding the revised bucket instead (see below) and remove the "water utilities prepare for disasters" link from the water treatment section entirely. Climate Ready Estuaries is about protecting waterbodies, not infrastructure investments. We'd like to have all of our climate/extreme weather resiliency stuff represented under this one section.

Proposed Bucket: Water Resilience

- Drinking Water & wastewater Resilience

- Climate Ready Estuaries

2) OEI denied our ask to adding the GI weblink to the Wastewater bucket.

Wastewater and Water Treatment

o Green Infrastructure

OEI Explanation: "green" infrastructure seems to include more than water, and could be considered for the "greener living" topics page rather than water

OW's thoughts: I totally agree that GI can also be added to the Green Living EPA resource directory but this GI site covers only OW managed programs and needs to be represented on this page since it is covers many of our water treatment programs (GI grants, Campus Rainworks, Soak up the rain, etc.) . If not added to the WasteWater bucket, then adding this bullet to the Monitoring/Prevention water pollution bucket works too.

From: Mays, Selene
Sent: Thursday, February 02, 2017 10:10 AM
To: Dennis, Allison <Dennis.Allison@epa.gov>
Cc: Bramer, Annmarie <Bramer.Annmarie@epa.gov>; Dew, Judy <Dew.Judy@epa.gov>
Subject: RE: Suggested edits to the revamped Learn about Water page

Hi Allison,

Thank you so much for your valuable input on the new Water Topics page! I looked at the additional links you suggested, and the analytics for those sites. I went ahead and added some of them to Water Topics, and have comments on your other suggestions in the attached Word document.

I was especially glad to see that How's My Waterway? has been updated since the last time I looked at it! Great job to whoever is working on that.

Please let me know if you have questions about my comments or can answer any of my questions.

Thanks,

Selene

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From: Bramer, Annmarie
Sent: Wednesday, February 01, 2017 11:02 AM
To: Mays, Selene <Mays.Selene@epa.gov>
Subject: FW: Suggested edits to the revamped Learn about Water page

Ann-Marie Bramer Stewart

Supervisory Librarian - Information Architecture

Contractor - ASRC Primus

From: Dew, Judy
Sent: Wednesday, February 01, 2017 10:54 AM
To: Bramer, Annmarie <Bramer.Annmarie@epa.gov>
Subject: FW: Suggested edits to the revamped Learn about Water page

Judy Dew

Office of Information Management (OIM)

Web Content Services Division (WCSD)

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From: Dennis, Allison
Sent: Wednesday, December 28, 2016 12:01 PM
To: Dew, Judy <Dew.Judy@epa.gov>
Subject: FW: Suggested edits to the revamped Learn about Water page

Hi Judy! I just wanted to confirm you saw these changes we suggested for that page. -Allison

From: Dennis, Allison
Sent: Monday, December 19, 2016 11:16 AM
To: Dew, Judy <Dew.Judy@epa.gov>
Cc: Loop, Travis <Loop.Travis@epa.gov>
Subject: Suggested edits to the revamped Learn about Water page

Hi Judy,

Here are our suggested edits to the refreshed Learn about Water page. I made so many changes that I'm sending you a "clean" version of what our ideal page would look like—our major changes include adding our climate/resilience and infrastructure funding/funding work to this page and fleshing out/or re-organizaing some of the other sub topics on this page.

I am happy to walk you through these changes if they appear confusing. Let us know what you think. – Allison